



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Required Report - public distribution

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Singapore

Promotion Opportunities

Annual

2001

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Report Highlights:

Listing of food trade shows calender for FY2002.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
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DISCLAIMER:

The promotional activities listed are provided for informational purposes only.

No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer.

I. FAS/W Endorsed Trade Shows**Food & Hotel Asia 2002, website: <http://www.food-asia.com>**

The Singapore Agricultural Affairs Office will be providing support and will be participating in a U.S. Pavilion. The show is scheduled for April 9-12, 2002. This regional show, the largest Asian Food show outside Japan, will be held at the Singapore Expo and is expected to attract over 33,000 trade visitors from the Asia Pacific region. And 2,462 companies from 66 countries exhibited in the 2000 FHA show.

Contact:

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For U.S. companies interested in participating in the U.S. Pavilion contact:

Mr. Robert CHANG
FHA Representative, U.S. Pavilion Coordinator
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Email: comtours@aol.com

The Office of Agricultural Affairs, Kuala Lumpur is organizing a trade mission for US exhibitors to Kuala Lumpur after the show. The mission, scheduled from April 13 - 16, includes supermarket tours and one-on-one meetings between US companies with Malaysian buyers/importers for supermarket chains and foodservice. For more information on the trade mission, please contact:

Ms. Jacelyn CHANG / Ms. Leepin LOH, U.S. Embassy, Kuala Lumpur, Malaysia
Tel: (603) 2168-4985 or (603) 2168-4884
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Section II: OTHER TRADE SHOWS

Singapore Seafood Exposition & Seafood Processing Asia, website:
<http://www.singaporeseafood.com>

The Singapore Seafood Exposition will take place from November 27-29, 2001 at the Singapore International Convention and Exhibition Centre. The target audience is the seafood trade in the Asian region. In the last show held in June 2000, 115 exhibitors representing 27 different countries, displayed their wide range of seafood and seafood processing products to a recorded 2,750 visitors from 54 countries. National Pavilions included Ireland, Peru, Singapore, Gaspe Region of Quebec, Canada, and the United States.

While the Agricultural Affairs Office is not having a U.S. Pavilion, it will lend support to the organizers to promote the show. U.S. exhibitors who are participating in the show may contact our office for market information and trade assistance.

Contact:

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END OF REPORT